



Company Overview

Founded in 2004, Equilibrium is a software company focused in helping enterprise clients of all sizes to manage, monetize and mobilize content. We help our clients save significant time and money when redistributing or repurposing content across multiple platforms. Many multichannel retail, manufacturing, publishing, financial, education, healthcare, government, and media & entertainment companies throughout the world use our patented automated media processing solutions.

Equilibrium's thousands of customers with hundreds of thousands of users include SC Johnson, Disney, Hayneedle, Bluefly, Universal Music, Bentley, Warner Bros, Sony Pictures Entertainment, Nikon, World Vision International and Architect of the Capital.

Vision

Equilibrium creates highly scalable, easily deployable, open solutions on OS X, Windows, and Linux to enable companies to process, manipulate and deliver virtually any media type to any device, cache or storage location in the world reliably and quickly.

Product Line

Equilibrium's patented cloud, departmental and enterprise solutions accelerate time-to-market, increase business efficiency and lower costs associated with digital media production, management, distribution and storage.

MediaRich® Server (Mac OS X/Server, Windows Server, and Linux) is server-based software that automates media production and enables the dynamic delivery of images, animation and digital video and other visual assets to virtually any web server cache or output device on-demand. Easy to integrate with any back end website infrastructure, digital asset management systems or business-to-business portals. Video features include parallel video transcoding, auto-postproduction and auto-assembly.

MediaRich® ECM for SharePoint™ is the #1 Visual Asset Management Upgrade for SharePoint 2010/2013. MediaRich ECM Enterprise wide or departmental solution for visualizing over 450 file formats across images / audio / video and office files within SharePoint. The system automatically generates thumbnail previews; adds zoom and pan functionality; plays videos within the SharePoint library; provides automated conversion, auto assembly and delivery for one or multiple media assets on demand. In essence, it adds a self-service Digital Asset Management (DAM) system within SharePoint and dramatically improves user acceptance and SharePoint adoption throughout the enterprise.

MediaRich® Merchandizer provides pre-built zoom and pan templates that allow online retailers to increase conversion rates and sales through dynamic product merchandising.

MediaRich® Hot Folders is Equilibrium's DeBabelizer Pro replacement. Used for very high volume batch processing applications, this helps companies like Nordstrom's process hundreds of thousand of images per day, streamline and automate imaging workflows via drag and drop.

EQ Network InstantOTT™

Equilibrium uses its MediaRich platform to power **EQ Network**, a massively scalable system to enable content owners and enterprises to quickly enable their apps and websites with controlled OTT services for their Social, Enterprise and Premium videos. The the new C#, Objective C, Java SDK's and Web Services API provide an InstantOTT™ back-end glass-to-glass system. Enabling capture, upload (including large file upload handling from anywhere), ingestion, thumb-

nailing, scene detected previews, auto-assembly, dynamically trafficked advertising, play out, social connectivity, crowd-sourcing with Twitter, Facebook connectivity for all devices, including iOS iPhones and iPads, Windows 8, Android, Mac OS and Windows and Web Apps. Additionally, the EQ Network SDK's provides a complete end-to-end social network experience, user management, channel management, private and public auto-publishing, notifications system and managed links for easy share dailies and screeners.

EQ Network is also connectable to any digital asset management or other enterprise content system.

Management Team

Sean Barnes Barger

Founder, Vice President Sales

Daniel Kenyon

Vice President – Business Development

Pal Storehaug

Vice President, EMEA

Brian Rice

Chief Technical Officer

Matt Butler

Vice President Engineering

Advisory Board

Colin Crawford – CEO, Media 7

Mark Evans – Head of Marketplace Intelligence, Google

Stacey Foster – President – Broadway Video and Coordinating Producer, *Saturday Night Live*.

Allan McLennan – President, Chief Analyst & Founder, *The Padem Group*

Steve Denebeim – Chief Financial Officer, *ClairMail*

Contact Information

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